

ABSTRACT OF THE DISCLOSURE

The present invention provides an information medium comprising a substrate having successively disposed thereon an undercoat layer and a colorant receiving layer, wherein the colorant receiving layer comprises at least fine particles, polyvinyl alcohol, a boron compound and a mordant, and the diffusion reflectance of the undercoat layer is 10% or more; and an information medium comprising a substrate having disposed thereon a colorant receiving layer, wherein the colorant receiving layer is formed by successively applying a first coating solution and a second coating solution which are different from each other.